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**News Release**

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**FOR IMMEDIATE RELEASE**

**Blue Ridge Area Food Bank Is Delivering Hope with the Help of Food Lion’s Sponsorship of 53’ Trailer**

**VERONA, Va. (November 8, 2022)** – The Blue Ridge Area Food Bank will have the official public unveiling of a 53’ trailer, sponsored by Food Lion, on Thursday November 10, at 12 p.m. at the Food Bank’s Verona warehouse. This is a new development in the long-standing partnership between the Food Bank and Food Lion. The Delivering Hope recognition means that Food Lion has made a significant financial contribution to help the Food Bank deliver healthy nutritious food to our guests.

This past year, the Blue Ridge Area Food Bank and partners distributed almost 25 million pounds of food to our area’s children, seniors, and families facing food insecurity. Efficiently distributing millions of pounds of fresh produce and other nutritious food throughout 25 counties is a critical role of a regional food bank, requiring a fleet of vehicles to cover approximately 234,000 miles last year. The Blue Ridge Area Food Bank is dedicated to ensuring the right food gets to the right people – when they need it most. But it can’t be done alone.

“We are happy to recognize Food Lion for their ongoing partnership with the Food Bank. Their sponsorship of this brand-new trailer for the next 3 years means we have their support to transport food throughout the region, which helps us better serve our communities,” said Michael McKee, CEO of the Food Bank.

To help commemorate the event, Food Lion representatives will be volunteering at the Food Bank’s Verona headquarters from 9:00 a.m. to 12:00 p.m., as well.

Food Bank guests are particularly sensitive to inflation, leading them to make difficult choices just to make ends meet. Inflation recently has been at a 40-year high, meaning the Food Bank’s costs have also increased. This makes the sponsorship even more timely and important to the continued operation of delivering food, and thereby delivering hope.

This partnership with Food Lion helps the Blue Ridge Food Bank continue its mission of ensuring everyone has enough to eat.

The official unveiling of the trailer takes place Thursday, November 10, 2022, at 12:00 p.m. in the rear of the Blue Ridge Area Food Bank’s Verona warehouse, at the loading docks, located at 96 Laurel Hill Road, Verona, VA 24482. Officials from the Food Bank and Food Lion will be on hand for comments and interviews.

For more information contact Les Sinclair, Communications and PR Manager of the Food Bank at lsinclair@brafb.org, or call 434-962-5403.

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***About Blue Ridge Area Food Bank***

*Founded in 1981 and headquartered in Verona, Virginia, the Blue Ridge Area Food Bank is the largest organization alleviating hunger in western and central Virginia. The Food Bank serves an average of 109,500 people per month across 25 counties and eight cities through distribution centers in Charlottesville, Lynchburg, Winchester, and Verona. We’re serving record numbers of Virginians during a prolonged pandemic and its associated economic impacts through our network of more than 400 community partners, which includes food pantries, soup kitchens, shelters, schools, libraries, health care clinics, community centers, and more. We pledge to continue innovating and adapting to secure, store, and distribute more food to more individuals, families, children, and seniors experiencing hunger. The Food Bank is a member of Feeding America®, a national food bank association that supports 200 food banks across the United States providing 6.6 billion meals to tens of millions of people through 60,000 partner pantries. For more information, visit* [*www.brafb.org*](http://www.brafb.org)*.*

**About Food Lion**
Food Lion is an omnichannel retailer committed to nourishing its neighbors during the moments that matter most. More than 82,000 associates across 1,100+ stores deliver an easy, fresh and affordable shopping experience throughout 10 Southeastern and Mid-Atlantic states. Through its ‘Count on me’ culture, Food Lion fosters a sense of belonging for all associates, promoting a diverse and inclusive environment that has supported LGBTQ+ equality for nearly two decades. Food Lion is the only company in the country to be named an ENERGY STAR Partner of the Year for 21 consecutive years. It also pioneered a food rescue program to support food-insecure neighbors. Through Food Lion Feeds, the retailer has donated more than 970 million meals to individuals and families since 2014 and has committed to donate 1.5 billion meals by 2025. Founded and based in Salisbury, N.C., since 1957, Food Lion is a company of Ahold Delhaize USA, the U.S. division of Zaandam-based Ahold Delhaize. For more information, visit [foodlion.com](https://eur05.safelinks.protection.outlook.com/?url=http%3A%2F%2Fwww.foodlion.com%2F&data=05%7C01%7CValarie.Wallace%40foodlion.com%7Cca4ca1d85fa94ee4153f08da5f4e568a%7Ca6b169f1592b43298f338db8903003c7%7C0%7C0%7C637927087297789127%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=4fnmlrwzlKEi2%2BR8EDCkzSTw1VXSRbyODnmaMsWxSUo%3D&reserved=0).